Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A network system having a server system <u>coupled to a POS system and</u> ~~connectable~~ <u>connected</u> to a client PC via the Internet and to ~~a~~ <u>another server system coupled to another</u> ~~subscriber~~ POS system having a POS terminal device, the POS terminal device having at least a display device and a printing device, said ~~network~~ <u>server</u> system comprising:

    (a) means for storing an application page containing an advertising placement application form;

    (b) means for sending the application page containing the application form to the client PC in response to a request from the client PC;

    (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form~~, wherein the advertising placement information includes information to be printed on a receipt~~;

    (d) means for distributing ~~specific data in~~ <u>at least a part of</u> the input information to the <u>POS system coupled to the server and to the other server system coupled to the other</u> ~~subscriber~~ POS system ~~specified by the client PC~~; and

    (e) control means for controlling printing the advertising placement information on the ~~subscriber POS system receiving the distribution~~ <u>POS system coupled to the server</u>.

Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

2. (Original) A network system as described in claim 1, further comprising:

(f) means for calculating an advertising placement fee based on the input information;

(g) means for storing and sending the calculated fee information to the client PC that returned the advertising placement application; and

(h) means for confirming fee payment.

3. (Original) A network system as described in claim 1, further comprising a plurality of POS systems installed in a plurality of branches or subscriber stores of a chain store.

4. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one place name from among a plurality of names of places or area where the branches or subscribers exist.

5. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of one or more chain stores where an advertisement can be placed.

6. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one branch store name or subscriber store name from among a plurality of branch store names or subscriber store names where an advertisement can be placed.

7. (Original) A network system as described in claim 1, wherein the application page enables specification of one or more conditions restricting advertising placement.

Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

8. (Original) A network system as described in claim 7, wherein the application page enables specification of an advertising period for advertising placement as one of the conditions.

9. (Original) A network system as described in claim 7, wherein the application page enables specification of a number of pages printed for advertising placement as one of the conditions.

10. (Original) A network system as described in claim 7, wherein the application page enables specification of a time period in a day for advertising placement which as one of the conditions.

11. (Original) A network system as described in claim 1, wherein the application page enables specification of a target for whom the advertising information is presented.

12. (Original) A network system as described in claim 1, wherein the POS system has at least one POS terminal with a printer for printing receipts, and advertising information is printed on the front or back side of a receipt.

13. (Original) A network system as described in claim 1, wherein the POS system has at least one POS terminal with a customer display device and a printer for printing receipts, and advertising information is printed on a receipt and indicated on the display device.

14. (Original) A network system as described in claim 1, wherein means (d) for distribution to said one or more POS systems comprises a central computer that integrally controls the POS systems.

15. (Original) A network system as described in claim 1, wherein said POS system or central computer is connected to the server system via the Internet.

Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

16.   (Currently amended) An advertising information receiving and placement processing method for a network system, the network system having a server ~~system~~ coupled to a POS system and ~~connectable~~ connected to a client PC via the Internet and to ~~a~~ another server system coupled to another ~~subscriber~~ POS system having a POS terminal device, the POS terminal device having at least a display device and a printing device, said processing method comprising:

(a) sending an application page containing an advertising placement application form in response to a request from the client PC;

(b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form , wherein the advertising placement information includes information to be printed on a receipt;

(c) calculating an advertising fee based on the input information;

(d) sending to the client PC a payment specification form containing the calculated fee;

(e) confirming fee payment;

(f) registering in the POS system coupled to the server and/or the ~~subscriber~~ other POS system coupled to the other server the advertising information for which payment has been confirmed with; and

(g) outputting advertisement by means of the printing device.

17.   (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (e) includes confirming credit card validity.

18.   (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprising sending

Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

specific information in the input information to the POS system specified by the input information.

19.   (Original)   An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises confirming a corresponding POS system from a desired advertising area specified by the input information, and sending specific information in the input information to the confirmed POS system.

20.   (Original)   An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises distributing the advertising information by a central computer connected to a plurality of POS systems.

21.   (Original)   An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises sending specific information in the input information to said POS system via the Internet.

22.   (Currently amended)   A computer-readable storage medium having computer-readable program code embodied therein for recording steps and executable on a processor, the steps comprising:

     (a) sending an application page containing an advertising placement application form in response to a request from the client PC from a first server coupled to a first POS system;

     (b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form in the first server, wherein the advertising placement information includes information to be printed on a receipt;

     (c) calculating an advertising fee based on the input information in the first server;

Appl. No. 09/818,125
Amdt. Dated April 24, 2007
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191
Customer No. 26021

(d) sending to the client PC a payment specification form containing the calculated fee from the first server;

(e) confirming fee payment in the first server;

(f) registering in ~~a subscriber~~ the first POS system advertising information for which payment has been confirmed and sending at least part of the input information to a second server coupled to a second POS system; and

(g) outputting advertisement by means of the printing device.

23.   (Currently amended) A network system having a server system ~~connectable~~ connecting to a client PC via the Internet and to a ~~subscriber~~ first POS terminal device having at least a printing device for printing a receipt or ticket, said network system comprising:

(a) a storage unit for storing an application page containing an advertising placement application form;

(b) an application management unit for sending the application page containing the application form to the client PC in response to a request from the client PC;

(c) a storage unit for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form~~, wherein the advertising placement information includes information to be printed on a receipt~~; and

(d) an information distribution managing unit for distributing specific data in the input information to the ~~subscriber~~ first POS terminal device specified by the client PC, and to a second server coupled to a second POS terminal;

wherein the POS terminal device to which the specific data is distributed prints the advertising placement information when issuing a receipt or ticket.